

AMENDMENTS TO THE CLAIMS

Claims 1 to 17. (Canceled)

Claim 18. (New) A biaxially oriented polyolefin single or multi-layer film which comprises at least one core layer comprising a propylenic polymer component and either an ethylenic polymer component or a styrenic polymer component wherein the dynamic loss modulus (E'') of the film measured at 3 Hz and 25°C is:

- (a) from about 28 to about 136 MPa measured in the transverse direction (TD);
and/or
- (b) from about 73 to about 135 MPa measured in the machine direction (MD).

Claim 19. (New) A biaxially oriented polyolefin film as claimed in claim 18, further comprising a dynamic storage modulus (E'), measured at 3 Hz and 25°C of:

- (i) from about 630 to about 2800 MPa measured in the transverse direction (TD); and/or
- (ii) from about 1300 to about 3000 MPa measured in the machine direction (MD).

Claim 20. (New) A biaxially oriented polyolefin single or multi-layer film which comprises at least one core layer comprising a propylenic polymer component and either

- (x) from about 0.2% to about 8% of an ethylenic polymer component; or
 - (y) from about 0.2% to about 25% of a styrenic polymer component;
- by weight of the core layer.

Claim 21. (New) A biaxially oriented polyolefin film as claimed any of claims 18 to 20, in which the core layer comprises a blend of propylene and ethylene homopolymers.

Claim 22. (New) A biaxially oriented polyolefin film as claimed in any of claims 18 to 20, in which the core layer comprises a blend of propylene and with a saturated styrenic block copolymer.

Claim 23. (New) A biaxially oriented polyolefin film as claimed in any of claims 18 to 20, in which the core layer comprises a copolymer formed from at least propylene and ethylene monomers.

Claim 24. (New) A film as claimed in any of claims 18 to 20, in which the core layer comprises:

- a) a blend of PP homopolymer and a PP/PE random bipolymer;
- b) a blend of PP homopolymer and a PP/PE block bipolymer;
- c) a blend of PP homopolymer and a PP/PE/PB terpolymer
- d) a terpolymer of PP, PE and polybutylene (PB);
- e) a blend of a PP/PE random bipolymer and a PP/PE block bipolymer;
- f) a PP/PE random bipolymer; and/or
- g) a PP/PE block bipolymer.

where in the bipolymer(s) and/or terpolymer(s) the PE component comprises up to about 50% by weight.

Claim 25. (New) A film as claimed in any of claims 18 to 20, in which either or both of the dynamic moduli (i.e. E' and/or E'') are substantially the same in the MD and TD (preferably isotropic).

Claim 26. (New) A label facestock comprising a film as claimed in any of claims 18 to 20.

Claim 27. (New) An article labelled with a film as claimed in any of claims 18 to 20.

Claim 28. (New) A labelled article as claimed in claim 27, where the article is squeezable.

Claim 29. (New) A graphic art display comprising a film as claimed in any of claims 18 to 20.

Claim 30. (New) A method of selecting those polymeric films which are of improved conformability suitable for labelling a deformable and/or irregular shaped article to having reduce blemishing thereon during use; the method comprising the steps of:

- (a) preparing polymeric film comprising at least one core layer comprising a copolymer formed from at least propylene and ethylene monomers
- (b) measuring at 3 Hz and 25°C in the MD and/or the TD, the dynamic loss modulus (E'') and/or the dynamic storage modulus (E') of the film;
- (c) selecting those films for use in labelling (optionally as a label facestock) which have at least one of the following properties:
 - (i) E'' in the TD from about 28 to about 136 MPa;
 - (i) E'' in the MD from about 73 to about 135 MPa;
 - (x) E' in the TD from about 630 to about 2800 MPa; and/or
 - (xi) E' in the MD from about 1300 to about 3000 MPa.
- (d) optionally applying a film selected from step (c) as a label to a squeezable article.

Claim 31. (New) A method of labelling an article by applying thereto a film as claimed in any of claims 18 to 20.

Claim 32. (New) A method of labelling as claimed in claim 31, where the article to be labelled is squeezable.

Claim 33. (New) A labelled article obtained and/or obtainable by the method claimed in claim 31.